

Application No.: 10/646,066

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Docket No.: 578962000122

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method comprising:

receiving a plurality of bids amount at a processor, each of the bids comprising a bid amount.

associating the received bids amount with [[a]] time or [[a]] location factors and storing the bids at associated time or location factors in a memory;

determining content to be for display[[ed]] based on the time or the location factors;

ranking the plurality of bids based on a comparison of the bid amounts using the processor;

making the selecting content for display on a user terminal based on the ranking of the bids.

bid amount for subsequent display of the content in a rank pattern determined according to the rank of the content.

2. (Original) The method of claim 1, wherein the content is a set of products.

3. (Original) The method of claim 1, wherein the content is a set of sellers.

4. (Original) The method of claim 1, wherein time is one of a date, hour of day, and day of week.

5. (Previously Presented) The method of claim 1, further comprising:

determining an advertisement to be displayed based on a set of factors; and displaying the advertisement with the content.

6. (Original) The method of claim 1, further comprising:

obtaining a bid from a client through a web based interface.

7. (Original) The method of claim 1, further comprising:

displaying content that has a correlated location, the correlated location within a defined

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distance from a customer.

(Original) The method of claim 1, further comprising:
displaying content that has a correlated location that is a geographic region which a
customer is within.

(Original) The method of claim 1, wherein the displaying of the content is through one of
an interactive television system, web appliance, computer system and wireless device.

(Original) The method of claim 9, wherein the interactive television system utilizes a
simplified navigation system.

1. (Currently Amended) A machine-readable medium that provides instructions, which
when executed by a machine cause the machine to perform operations comprising:
receiving a plurality of bids amount at a processor, each of the bids comprising a bid
amount;
associating the received bids amount with [[a]] time or [[a]] location factors and storing the
bids at associated time or location factors in a memory;
determining content ~~to be~~ for display ~~[[ed]]~~ based on the time or the location factors;
ranking the plurality of bids based on a comparison of the bid amounts using the processor;
making the selecting content for display on a user terminal based on the ranking of the bids;
~~bid amount for subsequent display of the content in a rank pattern determined according to the rank
of the content~~

2. (Original) The machine-readable medium of claim 11, wherein the content is a set of
products.

3. (Original) The machine-readable medium of claim 11, wherein the content is a set of
sellers.

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